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## The Taylor Swift On Sale Explained

The Eras on sale made one thing clear: Taylor Swift is an unstoppable force and continues to set records. We strive to make ticket buying as easy as possible for fans, but that hasn't been the case for many people trying to buy tickets for the Eras Tour. We want to share some information to help explain what happened:

### WE KNEW A RECORD NUMBER OF FANS WANTED TAYLOR TICKETS

- By requiring registrations, Verified Fan is designed to help manage high demand shows – identifying real humans and weeding out bots. Keeping bots out of queues and avoiding overcrowding helps to make waits shorter and on sales smoother. That's why Taylor's touring team AEG and The Messina Touring Group chose to use Verified Fan for her on sales.
- Based on fan interest at registration we knew this would be big. Over 3.5 million people pre-registered for Taylor's Verified Fan, which is the largest registration in history.
- The huge demand for Taylor's tour informed the artist team's decision to add additional dates – doubling the tour and number of tickets available so more fans could make it to shows.
- Historically, around 40% of invited fans actually show up and buy tickets, and most purchase an average of 3 tickets. So working with the artist team, around 1.5 million people were invited to participate in the on sale for all 52 show dates, including the 47 sold by Ticketmaster.

## THE DEMAND FOR TAYLOR BROKE RECORDS – AND PARTS OF OUR WEBSITE

- Historically, working with Verified Fan invite codes has worked as we've been able to manage the volume coming into the site to shop for tickets. However, this time the staggering number of bot attacks as well as fans who didn't have invite codes drove unprecedented traffic on our site, resulting in 3.5 billion total system requests – 4x our previous peak.
- Never before has a Verified Fan on sale sparked so much attention – or uninvited volume. This disrupted the predictability and reliability that is the hallmark of our Verified Fan platform.
- It usually takes us about an hour to sell through a stadium show, but we slowed down some sales and pushed back others to stabilize the systems. The trade off was longer wait times in queue for some fans.
- Overall, we estimate about 15% of interactions across the site experienced issues, and that's 15% too many, including passcode validation errors that caused fans to lose tickets they had carted.

## DESPITE THE DISRUPTIONS, SWIFTIES POWERED THROUGH AND HELPED TAYLOR SET A NEW RECORD

- Over 2 million tickets were sold for Taylor's shows on Nov. 15 – the most tickets ever sold for an artist in a single day.
- Every ticket was sold to a buyer with a Verified Fan code.
- 90% fewer tickets are currently posted for resale on secondary markets than a typical on sale, which is exactly why the artist team wanted to use Verified Fan to sell their tickets. Ticketmaster is not currently reselling any Taylor tickets.
- Beyond Taylor's on sale, we also sold another 1 million tickets for other events across our site on Tuesday.

The biggest venues and artists turn to us because we have the leading ticketing technology in the world – that doesn't mean it's perfect, and clearly for Taylor's on sale it wasn't. But we're always working to improve the ticket buying experience.

fans are left empty handed. For example: based on the volume of traffic to our site, Taylor would need to perform over 900 stadium shows (almost 20x the number of shows she is doing)...that's a stadium show every single night for the next 2.5 years.

While it's impossible for everyone to get tickets to these shows, we know we can do more to improve the experience and that's what we're focused on.



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